

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman *et al.* Art Unit : 3714  
Serial No. : 09/577,798 Examiner : Ronald Laneau  
Filed : May 24, 2000 Conf. No. : 4541  
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING  
ADVERTISING OVER NETWORKS

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO FINAL ACTION OF MARCH 7, 2012

Please amend the above-identified application as follows: